



AGENDA

**Saturday, August 13, 2016
North Carolina National Guard HQ
1636 Gold Star Drive
Raleigh, NC 27607**

- 8:00 a.m. Registration**
- 8:30 a.m. Welcome & Introductions**
- 9:00 a.m. Introduction to the Entrepreneurial Experience**
What it means to be an entrepreneur, the opportunities and challenges; and military skills and attributes that transfer over to entrepreneurship.
- 9:30 a.m. Small Business Owner Panel: Basics of Opportunity Recognition**
Expand on the processes and activities related to understanding the 'business case' for turning an idea into a sustainable business concept.
- 10:30 a.m. Resource Partner Roundup: Resources to Support You**
There are local, state and federal resources available through the SBA, State of North Carolina, and other resource partners who can help provide future training and support to launch and grow a sustainable business venture.
- 11:30 a.m. Lunch and Networking**
- 12:30 p.m. Resource Partner Panel - Legal Issues Impacting Small Business**
Panel will explore the various legal forms of a business; opportunities and challenges associated with each; offer an overview of other legal considerations impacting veteran-owned businesses including government contracting.
- 1:30 p.m. Lender Panel: Financing Your Venture**
Understand the resources required to execute on your venture concept; understand the different opportunities to fund start-up and subsequent growth; opportunities and challenges for both.
- 2:30 p.m. Government Contracting Panel: Small Business Certifications**
Learn about small business certifications and local government contracting resources, which can enable you to better compete for local, state and federal government contracting opportunities.
- 3:30 p.m. Markets & Your Competitive Space**
Learn how to conduct market research, the importance of market research, and also the basics of competitive strategy/analysis.
- 4:30 p.m. Wrap-up & Information on eight-week online Foundation of Entrepreneurship Course**